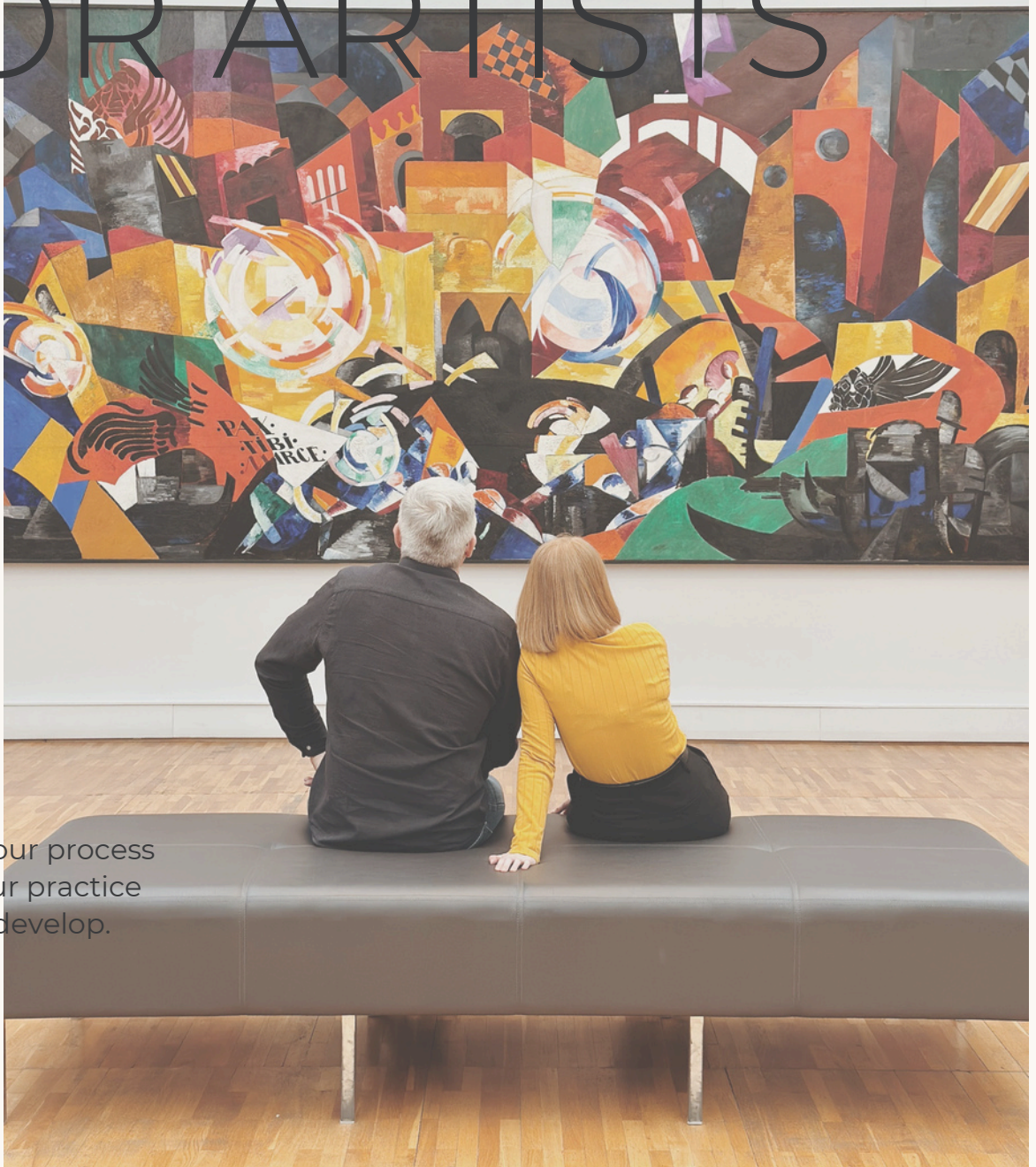


# COMMERCIAL AUDIT FOR ARTISTS



Outlining our process  
to help your practice  
grow and develop.

HI THERE,  
NICE TO  
MEET YOU!



## Understanding Your Practice. Defining Your Future.

Every artist reaches a point where the work has outgrown the systems supporting it.

Studios become full, opportunities become increasingly varied, and decisions about exhibitions, pricing, galleries, collectors and public profile begin to have long-term consequences. Yet most artists are expected to navigate these decisions alone.

The De Musson Commercial Audit has been developed to provide the strategic clarity that is often missing from an artist's career.

It is not a portfolio review or a critique of the work. It is a comprehensive commercial assessment of your practice, identifying where you are today, where the greatest opportunities lie, and how your career can be developed over the coming years.





WHY WE CREATED IT

# THE TRADITIONAL GALLERY MODEL HAS CHANGED.

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Many galleries no longer have the time or resources to provide the level of strategic career management artists once received. At the same time, artists are expected to maintain websites, communicate with collectors, apply for opportunities, manage pricing, build audiences and negotiate increasingly complex professional relationships.

Most artists have never been shown how these parts fit together.

The Commercial Audit provides that missing perspective.

It looks at your practice as a business without losing sight of what makes it artistically distinctive.

## WHAT WE REVIEW

Every audit is individually prepared and normally includes:

- Artistic positioning and market context
- Career history and exhibition record
- Existing gallery and institutional relationships
- Collector base and commercial activity
- Pricing strategy
- Website and digital presence
- Communications and storytelling
- Publications, press and public profile
- Opportunities for exhibitions, partnerships and commissions
- Long-term career ambitions
- Risks, challenges and barriers to growth

No two artists receive the same report.

Each audit is written specifically around the artist's practice and ambitions.



## THE PROCESS

### Discovery Meeting

We begin with an in-depth conversation about your practice, career, ambitions and current challenges.

This is an opportunity to discuss your work openly and honestly, allowing us to understand both your artistic direction and commercial aspirations.

### Research

Following our meeting, we undertake independent research into your practice, market position, collectors, comparable artists, gallery relationships and future opportunities.

Where appropriate, we also review your website, social media, publications and wider public profile.

### Strategic Report

You receive a professionally written report containing our findings and recommendations.

The report provides an objective assessment together with practical recommendations that can be implemented immediately or over several years.

### Presentation

We meet again to discuss the report in detail. This can be done on line or in person.

This allows us to explain our recommendations, answer questions and help prioritise the next steps.

Your Commercial Audit includes

A comprehensive written strategic report  
Executive summary

Practice and commercial assessment  
Market positioning review

Communications and digital presence review

Exhibition and representation review  
SWOT analysis

Opportunity assessment

Strategic recommendations

A prioritised action plan

A long-term strategic roadmap

Guidance on the most appropriate next stage of support

Many artists describe the report as the first time they have seen their career viewed as a whole.

# WHAT HAPPENS NEXT

For some artists, the Commercial Audit is all they need.

The report provides a roadmap that they can implement independently.

Others choose to continue working with De Musson through our Associates Programme, where we provide ongoing strategic advice, market insight and professional support. In a small number of cases, where there is a strong alignment between the artist, the work and our long-term vision, the audit may lead to full commercial representation by De Musson.

Representation is never assumed.

The audit allows both parties to determine whether a long-term partnership is the right fit.



## Investment

### Commercial Audit

**£1,500**

Includes:

- Initial strategy meeting
- Independent research
- Bespoke written report
- Presentation meeting
- Strategic action plan



## ABOUT DE MUSSON

De Musson represents artists through strategic commercial management. We work alongside artists to develop long-term careers, building relationships with collectors, galleries, institutions and partners while creating the commercial structure that allows exceptional artistic practice to flourish. The Commercial Audit is the first step in that journey.

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